



urban source

If It's Urban, It's Us

Message from Governor McGreevey and Commissioner Levin

Welcome to the first edition of **urban source**, the New Jersey Redevelopment Authority's (NJRA) quarterly newsletter. This publication is designed as a source for everyone involved in New Jersey's redevelopment efforts.

Redevelopment is a cornerstone to New Jersey's smart growth, and the NJRA plays a key role in providing information, resources and guidance during the redevelopment process. We are committed to working to better the quality of life in New Jersey's neighborhoods with not only financial commitment and a pledge to stand by our communities long after a project is completed.

Urban source will highlight some of our programs, efforts and partners that help create redevelopment opportunities in our urban neighborhoods. In addition, we will keep you up-to-date on new legislative information that impacts New Jersey's economic and community development. Finally, the newsletter will focus on New Jersey's communities and highlight new redevelopment initiatives and milestones that are happening all across our state.

We hope you find **urban source** an informational tool and share it with all those involved with redeveloping New Jersey.

James E. McGreevey
Governor

Susan Bass Levin
Commissioner

\$24,000 NJRA Planning Loan for Brownfield Redevelopment Project in Garfield

Thanks to an NJRA planning loan, the dilapidated site of the former Kalama Chemical Plant is one step closer to undergoing complete environmental remediation.

DCA Commissioner Susan Bass Levin joined Senator Paul Sarlo to announce a \$24,000 New Jersey Urban Site Acquisition (NJUSA) Loan to assist the Garfield Redevelopment Agency in its revitalization efforts. With this loan, the Agency will work toward the preparation of a redevelopment plan to clean up the site.



Caption: Commissioner Levin (l.) joined Senator Sarlo (second from r.) to announce a \$24,000 NJUSA Loan to assist the Garfield Redevelopment Agency in its revitalization efforts. At the ceremony, they were joined by Garfield Mayor Frank J. Calandriello (second from l.), and Bernadette McPherson (r.).

"The NJUSA Program reinforces Governor McGreevey's smart growth agenda by providing resources for brownfields redevelopment projects," Commissioner Levin said. "Investing in our neighborhoods is key to growing smart in New Jersey. Today's partnership reinforces the state's commitment to smart growth, and Garfield's commitment to improving the quality of life in the surrounding neighborhood."

The NJUSA Program, funded through the NJRA, is a revolving loan fund that assists in the acquisition, site preparation and redevelopment of properties in eligible communities. The program offers financing to non-profit and private developers, and for the planning and pre-development costs associated with the development of a neighborhood or redevelopment plan.

Creating Value

NJRA's commitment to community redevelopment and neighborhood revitalization evolves out of the ability to see the opportunities that exist in New Jersey's cities. When leadership is coupled with community-based planning efforts, as well as technical and financial resources, the result is a positive impact in our neighborhoods.

NJRA is unique because it facilitates the creation of strong partnerships between the public and private sector throughout the state. We are in the community, listening to the needs of the people who are working to improve neighborhoods.

In future issues, this column will highlight stories about how NJRA impacts a particular project or targeted neighborhood in New Jersey. If you feel that NJRA has played a role in your community and would like to share "our value" with others, please submit your stories to njra@njra.state.nj.us with "Value" in the subject line.

We look forward to hearing from you!



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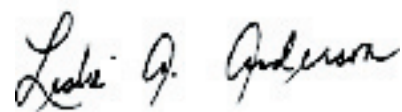
Message from the Acting NJRA Executive Director

I would like to take this opportunity to introduce you to the NJRA's first newsletter, **urban source**. We want this newsletter to be a resource that you can use to learn about what DCA, the NJRA and our partners are doing throughout New Jersey to encourage economic and community development in our urban neighborhoods.

The NJRA is helping to create opportunities in our urban neighborhoods by rebuilding and revitalizing communities. In the Community Partners section of **urban source**, we will highlight our partners that are working toward this goal, so our readers can see how we are all working together.

The NJRA is here as a source and that is why we think it's important to have a question and answer section of **urban source**. We know that redevelopment projects can be complex and want to provide answers to the questions you have so all of our readers can learn. In addition, we will include articles that will keep you up-to-date on new legislative information that impacts economic and community development in New Jersey. Finally, **urban source** will highlight community initiatives and milestones in our Neighborhood Matters section.

I hope you find **urban source** a resourceful tool in learning about redevelopment in New Jersey. We are excited to bring it to you and encourage you to share this information with your colleagues.



Leslie A. Anderson
Acting Executive Director

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New Jersey Redevelopment Authority
225 East State Street, P.O. Box 790
Trenton, NJ 08625
Phone: (609) 292-3739
Fax: (609) 292-6070
www.nj.gov/njra
njra@njra.state.nj.us

Governor: James E. McGreevey
Commissioner: Susan Bass Levin
Acting Executive Director: Leslie A. Anderson

Editor: Leslie A. Anderson
Layout and Graphics: Tammori Petty

Comments and corrections can be sent to **urban source** using contact information listed above.

NEED HELP WITH PRE-DEVELOPMENT?

The NJRA Teamed with Wachovia Bank for the New Jersey Pre-Development Loan Program

The NJRA recognizes the need for pre-development funding to facilitate smart growth investments in New Jersey. In partnership with Wachovia Bank, the NJRA created the \$5 million New Jersey Pre-Development Loan Program (NJ-PLP) to provide funding to cover various pre-development activities. This includes feasibility studies, architectural costs, environmental and engineering studies, legal and other soft costs for development to occur.

"This program reinforces Governor McGreevey's smart growth policy by providing additional resources for projects in New Jersey's targeted urban centers," said DCA Commissioner Susan Bass Levin. "Making investments in our urban neighborhoods is key to growing a smart New Jersey, and this partnership reinforces both the State's and private industry's commitment to Smart Growth."

This hybrid loan program is the first of its kind where a private sector bank is allowing a public entity, the NJRA, to manage the loans and use its own underwriting criteria to fund projects. "This first-of-a-kind program allows us to leverage state financing with private investment funds to achieve Smart Growth," said Leslie A. Anderson, acting NJRA executive director. "This partnership demonstrates the private sector's willingness to work with state government to the benefit of the State and its citizens."

Although other funding sources are available for community economic development, a funding gap for jump-starting smart growth redevelopment projects still exists. NJ-PLP will increase the availability of funding for community economic development projects within the Authority's eligible municipalities. For more information, please call (609) 292-3739.

urban source Tidbits

- >> Visit the Brownfield Site Mart at <http://njbrownfieldsitemart.state.nj.us/brownfields>. This new Web site identifies vacant brownfield sites that are in need of redevelopment. Each municipality is responsible for updating the sites in their respective cities. Private property owners may also use this tool to list their properties on this site.
- >> The Grants Management Initiative (GMI) provides valuable information on resources in the form of grants. Check out the Grants Management Distribution Packet at <http://www.state.nj.us/uccguide/grantsinit.htm>. For more information, call Tammy Wetzel at (609) 292-9680.
- >> Visit the new Transit Village Initiative Web site at <http://www.state.nj.us/transportation/community/village/index.shtml>. The Transit Village Initiative helps to redevelop and revitalize communities around transit facilities. The NJRA sits on the Transit Village Task Force and works with other agency partners to direct state funding into the designated Transit Villages.

Our Mission

The New Jersey Redevelopment Authority (NJRA) functions as a comprehensive urban resource center that focuses on improving the quality of life by creating value in New Jersey's urban communities.

The NJRA invests financial and technical resources in redevelopment projects and plans that will create a positive economic impact in our eligible communities. Our primary goal is to ensure that projects are urban-focused, neighborhood-based and investment-driven.

Urban Answers

Where you ask the questions
and we answer them

Urban Answers is designed as a question and answer forum that will help you with the redevelopment process. To submit your question to Urban Answers, write to njra@njra.state.nj.us or mail your question(s) to NJRA, P.O. Box 790, Trenton, N.J., 08625.

What is smart growth? What are smart growth's major principles?

Smart growth is about building where we should and preserving what we must. It is about designing buildings, communities and corridors to be convenient, accessible and enjoyable. It is about protecting New Jersey's water supply, preserving farmland and open space, reducing congestion on New Jersey's roads and giving municipalities and counties the tools they need to fight sprawl.

Governor McGreevey and his administration are dedicated to looking at smart growth economically, environmentally and socially. This means we need to find a balance among the three. We must:

- Balance among development, re-development and preservation
- Balance economic development and jobs with the prevention of senseless sprawl and the misuse of land that we can never get back
- Invest in our urban centers, suburbs and rural villages for re-development projects
- Look at growth on a regional level and recognize that growth in one town also affects the towns around it
- Look at the true cost and impact of growth and what that means for the future of New Jersey

Smart growth is about planning for New Jersey's future. It encourages mixed-use developments, walkable downtowns, transit accessibility, green technology, and permanently preserved open space and farmland. We are confident that we can achieve smart growth through careful planning, investment in areas where we want to see growth, and preserving and enhancing our precious open spaces.

Does NJRA finance housing projects?

The NJRA is prohibited by law from providing financing to projects that contain over 35 percent housing. This allows the NJRA to focus efforts on community economic development activity.

Community Partners

This section highlights our partners that support the mission and mandate of NJRA, which is to focus on improving quality of life by creating value in New Jersey's urban communities.

H.A.N.D.S., INC.

The Housing and Neighborhood Development Services, Inc. (H.A.N.D.S) is a nonprofit corporation formed in 1986 to improve neighborhoods in Orange and East Orange. Since 1982, H.A.N.D.S. has continually met with community leaders, churches and neighborhood organizations on the reuse of the three vacant industrial buildings in the Orange and East Orange area.

The NJRA provided a \$25,000 planning loan to support H.A.N.D.S on their Valley Neighborhood Planning Study and Renaissance Center. The NJRA's financing will support a planning study, community outreach efforts and architectural services.

This project includes the conversion of the three buildings that will be transformed into mixed-use facilities. Two of the buildings will be converted into residential, loft-style condominiums, and the remaining building will be made into commercial space for rent.

From the 1870s to the 1920s, the Valley Neighborhood in the City of Orange was the hat-making capital of the country. The Valley, a four-block area, is comprised of residential, industrial and commercial uses. Currently, most of these industrial buildings are vacant or underutilized.

Neighborhood Matters

What's going on in NJ's neighborhoods?

Elizabeth

The NJRA actively works with the Elizabethport section of Elizabeth to provide technical assistance and ensure that state agencies are working together to revitalize this essential area. Recognized for its progress, Elizabethport was selected to participate in the state's Brownfields Pilot Program, which creates partnerships between the state and municipalities and neighborhoods that have multiple brownfields sites. This initiative coordinates planning, resources, community involvement and remediation with a focus on reuse. The brownfields sites that have been identified will be catalogued in the Brownfields Site Mart that is operated and managed by the NJRA. (The Brownfields Site Mart can be accessed at <http://njbrownfieldsitemart.state.nj.us.us/brownfields>).

Asbury Park

Asbury Park recently completed its Central Business District Redevelopment Plan. This Business District is primarily commercial and mixed-use buildings, and this plan is set to work with the city's master plan to encourage redevelopment that will incorporate the character of the area. The NJRA is working with Asbury Park to identify funding sources for potential projects.

Pleasantville

The NJRA has been an integral part of connecting Pleasantville to available state resources to clean up its waterfront area, which included dredging Lakes Bay. The Lakes Bay Waterfront Redevelopment Plan's goal is to revitalize the Lakes Bay district into the vibrant, mixed-use neighborhood it once was. The revitalization will capitalize on the area's strategic waterfront location, creating opportunities for private and public/private investments in both new construction and rehabilitation, as well as providing a range of housing, commercial, recreation, entertainment and environmental education opportunities. The NJRA staff participated on the Lakes Bay Waterfront Redevelopment Plan steering committee, which also included Pleasantville officials, community leaders and technical staff.



Flanked by New Jersey mayors, Governor McGreevey and Commissioner Levin shake hands during one of their many Smart Growth announcements. They have made announcements across the state in many neighborhoods highlighting New Jersey's efforts to help towns and counties prepare for the future by implementing regional planning strategies and utilizing Smart Growth tools, including redevelopment.



Governor James E. McGreevey speaks with Hamilton Mayor Glen D. Gilmore about brownfield sites in Hamilton. The Governor’s goal is to bring attention to underutilized sites throughout New Jersey that need private industry involvement, in addition to state funding. Left to Right: Hamilton Mayor, Glen D. Gilmore and DEP Commissioner Bradley M. Campbell.

In the next edition of urban source...

- >> Hill Wallack Law Firm of Princeton will Relocate to Downtown Trenton Stimulating Further Economic Development for the City
- >> Learn About Community Mapping and What it Can Do For You
- >> NJRA’s Redevelopment Tools

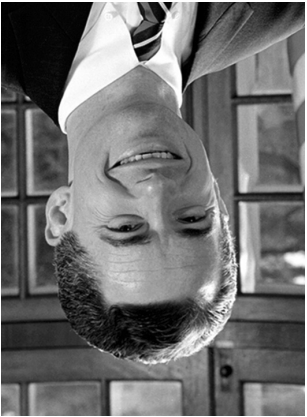
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Susan Bass Levin
NJ Department
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Governor
State of New Jersey



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225 East State Street, Third Floor West
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Trenton, NJ 08625
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